

ORDER



WKYC

Orders	Order / Rev:	704352	
	Alt Order #:	06262039	
	Product Desc:	AMERICANS FOR PROSP.	
	Estimate:	1159	
	Flight Dates:	08/22/12 - 08/27/12	
	Original Date / Rev:	09/24/12 / 09/24/12	
	Order Type:	Political	
			WKYC
			Joe Knauer
			T-WAS
			NAT
Agency	Name:	Mentzer Media Services/ POL	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		600 Fairmount Ave. Suite 306	EOM/EOC
		Towson, MD 21286	Agency Commission:
			15%
Advertiser	Name:	Americans For Prosperity	
	Demographic:	A35+	New Business Thru:
	Product Codes:	IS-Candidate/Presidential,IS-Candidate/	Order Separation:
	Priority:	P-2	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	22	\$34,200.00	\$29,070.00	August 2012	22	\$34,200.00	\$29,070.00	0.00
08/27/12	08/27/12	9	\$10,900.00	\$9,265.00	September 2012	9	\$10,900.00	\$9,265.00	0.00
					Totals	31	\$45,100.00	\$38,335.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

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Alt Order #: 06262039
Flight Dates: 08/22/12 - 08/27/12

Advertiser: Americans For Prosperity
Product Desc: AMERICANS FOR PROSP.
Estimate: 1159

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	08/22/12	08/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	3	\$2,800.00	P-2	0.00	NM	3	\$8,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	--WTF--			3	\$2,800.00			0.00					
6	WKYC	08/25/12	08/25/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	-----S-			1	\$1,400.00			0.00					
Spot	Ch	Date Range	Description			<u>Start/End Time</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1	NKYC	08/20/12-08/26/12	Sat Prime B			9-10p	(9:00 PM-10:00 PM)		Sa--		:30	(\$1,400.00)	0.00	NM	
See MG 6.2 [Cleveland Indians]															
2	NKYC	08/25/12-08/25/12	Sat 11-1135p			11-1130p			Sa--		:30	\$1,400.00	0.00	NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	-----S-			1	\$1,400.00			0.00					
7	WKYC	08/25/12	08/25/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
Week:	08/20/12	08/26/12	-----S-			1	\$850.00			0.00					
8	WKYC	08/26/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
Week:	08/20/12	08/26/12	-----S			1	\$850.00			0.00					
9	WKYC	08/26/12	08/26/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
Week:	08/20/12	08/26/12	-----S			1	\$450.00			0.00					
10	WKYC	08/26/12	08/26/12	NFL Pre Season Football	CM	NFL Pre-Season F	-----S	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
Week:	08/20/12	08/26/12	-----S			1	\$2,800.00			0.00					
11	WKYC	08/27/12	08/27/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
Week:	08/27/12	09/02/12	M-----			1	\$850.00			0.00					
12	WKYC	08/27/12	08/27/12	M-F 9-10a Today II	CM	9a-10a	M-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
Week:	08/27/12	09/02/12	M-----			1	\$375.00			0.00					
13	WKYC	08/27/12	08/27/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
Week:	08/27/12	09/02/12	M-----			1	\$225.00			0.00					
14	WKYC	08/27/12	08/27/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
Week:	08/27/12	09/02/12	M-----			1	\$650.00			0.00					
15	WKYC	08/27/12	08/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
Week:	08/27/12	09/02/12	M-----			1	\$1,800.00			0.00					
16	WKYC	08/27/12	08/27/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
Week:	08/27/12	09/02/12	M-----			1	\$3,000.00			0.00					
17	WKYC	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
Week:	08/27/12	09/02/12	M-----			2	\$600.00			0.00					

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18	WKYC	08/27/12	08/27/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
<hr/>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		1	\$2,800.00			0.00					
<hr/>															
												Totals	31	\$45,100.00	